

THE ADC 98TH ANNUAL AWARDS – WINNERS

Includes Gold, Silver, and Bronze Cube winners.

The ADC 98TH Annual Awards ceremony will take place Monday, May 6th at 6:00PM.



BY AGENCY

360I / NEW YORK + HBO / NEW YORK

Interactive Craft in Online / Mobile – Use of Technology	HBO	Westworld: The Maze	Silver
Interactive UX / UI – User Experience Design	HBO	Westworld: The Maze	Silver
Interactive Games – Web / Social Media	HBO	Westworld: The Maze	Bronze

72ANDSUNNY / LOS ANGELES + TRUTH INITIATIVE (TRUTH) / WASHINGTON D.C. + AD COUNCIL / WASHINGTON D.C. + OFFICE OF NATIONAL DRUG CONTROL POLICY / WASHINGTON D.C.

Spatial Design Health / Medical Centers	Truth Initiative (truth)	Treatment Box	Silver
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7D8 / SALT LAKE CITY

Publication Design Books – Limited Edition / Private Press / Special Format	Utah Jazz	Utah Jazz 2017-2018 Player Yearbook	Bronze
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A.S. ADVERTISING / ATHENS

Packaging Design Food / Beverage – Food	Zouras Farm	Avgoulakia	Bronze
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ABBY PRIEST / STOCKHOLM + ADOBE / SAN FRANCISCO

Typography Typefaces / Font Systems	Adobe	The Lost Typography of Bauhaus	Silver
Typography Advertising	Adobe	The Lost Typography of Bauhaus	Bronze
Typography Digital	Adobe	The Lost Typography of Bauhaus	Bronze
Innovation Typography	Adobe	The Lost Typography of Bauhaus	Bronze

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BY AGENCY

AG DESIGN AGENCY / ATHENS

Packaging Design Food / Beverage – Food	Levantes Family Farm	Levantes Family Farm	Bronze
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AKESTAM HOLST / STOCKHOLM

Interactive Social Media – Wildcard	Reporters Without Borders	Billboards Beyond Borders	Gold
Interactive Craft in Online / Mobile – Use of Technology	Reporters Without Borders	Billboards Beyond Borders	Bronze

ALMAPBBDO / SÃO PAULO

Motion / Film Craft Narrative	Getty Images	Endless Stories	Gold
Interactive Copywriting for Digital	Getty Images	Endless Stories	Silver
Interactive Video – Interactive Video	Getty Images	Endless Stories	Silver
Advertising Branded Content & Entertainment - Online – Long Form	Getty Images	Endless Stories	Bronze
Integrated Digital	Getty Images	Endless Stories	Bronze

AMVBBDO / LONDON

Advertising Craft in Video – Animation	Essity	Viva La Vulva	Silver
Motion / Film Craft Animation	Essity	Viva La Vulva	Silver
Advertising Branded Content & Entertainment - Online – Long Form	Essity	Viva La Vulva	Bronze
Advertising Television / Film / Online Video – Online – Single	Essity	Viva La Vulva	Bronze

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ANTFOOD / BROOKLYN + BUCK / LOS ANGELES

Motion / Film Craft Sound Design	Apple	I Mac Pro	Bronze
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ANTFOOD / BROOKLYN + F°AM STUDIO / BERLIN

Motion / Film Craft Sound Design	Maxon	Influencers	Silver
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ANTI / NORWAY

Brand / Communication Design Branding Systems / Identities – Integrated	The Deichman Library	An enlightening visual identity	Bronze
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Brand / Communication Design Branding – Logo	Nedre Foss	A logo moulded in solid, sculptural and lasting iron	Bronze
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APPLE / CUPERTINO

Photography Product / Commercial	Apple	iPhone Xs Hero Wallpaper	Silver
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Interactive UX / UI – User Interface Design	Apple	Apple Watch - Breathe Watch Face	Silver
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Typography Typefaces / Font Systems	Apple	New York	Silver
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Photography Drone / Aerial	Apple	Apple TV Aerials	Bronze
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Photography Product / Commercial	Apple	iPhone Xs Hero Wallpaper	Bronze
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APPLE / CUPERTINO + FURLINED / SANTA MONICA

Advertising Craft in Video – Cinematography	Apple	A Little Company	Silver
Advertising Craft in Video – Cinematography	Apple	Unlock	Silver
Advertising Craft in Video – Direction	Apple	Unlock	Silver
Advertising Craft in Video – Direction	Apple	A Little Company	Silver
Advertising Television / Film / Online Video – Online	Apple	Unlock	Silver
Advertising Television / Film / Online Video – Television	Apple	Unlock	Silver
Advertising Television / Film / Online Video – Online	Apple	A Little Company	Bronze
Advertising Television / Film / Online Video – Television	Apple	A Little Company	Bronze
Motion / Film Craft Direction	Apple	Unlock	Bronze

ARMIN WALCHER PHOTOGRAPHY / PÜRGG + BENEVENTO PUBLISHING / SALZBURG

Publication Design Books – Image-Driven	Armin Walcher	Time-less in motion. by Armin Walcher	Silver
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ARTLESS / TOKYO

Spatial Design Commercial Interiors	artless trading company	artless craft tea & coffee	Bronze
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ART CAMP / BROOKLYN, NEW YORK

Motion / Film Craft Animation	Spotify	Mitski - A Pearl	Gold
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BY AGENCY

BBDO ATLANTA

Experiential Design Guerrilla / Stunt	Street Grace	Stop Traffick	Gold
Experiential Design Live Event	Street Grace	Stop Traffick	Gold

BBDO GROUP GERMANY + PROXIMITY / DUESSELDORF + BBDO DUESSELDORF

Photography Product / Commercial	Alzheimer Research Initiative	Remember Me	Gold
Brand / Communication Design Posters – Traditional	Alzheimer Research Initiative	Remember Me	Silver
Design for Good Photography	Alzheimer Research Initiative	Remember Me	Silver
Advertising Press – Press / Print Advertising	Alzheimer Research Initiative	Remember Me	Bronze
Advertising Press – Poster Advertising	Alzheimer Research Initiative	Remember Me	Bronze

BBDO NEW YORK / NEW YORK + EPOCH FILMS

Advertising Craft in Video – Cinematography	Macy's	Space Station	Bronze
Advertising Craft in Video – Special Effects	Macy's	Space Station	Bronze

BBDO NEW YORK + JHF PRODUCTIONS + WORLD WAR SEVEN

Interactive Craft in Online / Mobile – Copywriting for Digital	Mars Chocolate North America/ Snickers	One for Two	Silver
Advertising Direct – Digital	Mars Chocolate North America/ Snickers	One for Two	Bronze

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BY AGENCY

BBDO NEW YORK + MJZ + DINI VON MUEFFLING COMMUNICATIONS / NEW YORK

Design for Good Motion / Film Craft	Sandy Hook Promise	Point of View	Bronze
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BBDO NEW YORK / NEW YORK + O POSITIVE + DINI VON MUEFFLING COMMUNICATIONS

Interactive Social Media – Twitter	Monica Lewinsky	#DefyTheName	Gold
Advertising Direct – Digital	Monica Lewinsky	#DefyTheName	Silver
Design for Good Interactive	Monica Lewinsky	#DefyTheName	Bronze

BBDO NEW YORK / NEW YORK + SOMESUCH X ANONYMOUS + BISCUIT FILMWORKS AND REVOLVER / WILL O'ROURKE

Advertising Craft in Video – Cinematography	AT&T	AT&T Cinema	Bronze
Advertising Television / Film / Online Video – Film	AT&T	AT&T Cinema	Bronze

BEDOW / STOCKHOLM

Publication Design Books – Limited Edition / Private Press / Special Format	Nunchi	L'Heptaméron des Gourmets – The World's Most Exclusive Cook Book	Bronze
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BEEHIVE BOOKS / PHILADELPHIA

Publication Design Books – Text Driven	Beehive Books	Illuminated Editions	Bronze
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BEEHIVE BOOKS + HEADCASE DESIGN / PHILADELPHIA

Publication Design Books – Image-Driven	Beehive Books	The Temple of Science: Forgotten Works & Worlds of Herbert Crowley	Bronze
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BEKK / OSLO

Experiential Design Installations	The European Design Festival	Pushwagnesizer installation	Bronze
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BETC / PARIS

Brand / Communication Design Promotional – Apparel	Lacoste	Save our Species	Gold
Design for Good Product Design	Lacoste	Save our Species	Gold
Advertising Craft in Video – Animation	Disneyland Paris	The little duck	Silver
Design for Good Advertising	Lacoste	Save our Species	Silver
Design for Good Brand / Communication Design	Lacoste	Save our Species	Bronze
Design for Good Fashion Design	Lacoste	Save Our Species	Bronze

BLINK / BRIGHTON + JUNCTION STUDIO / BRIGHTON + YORA PET FOODS / UK

Illustration Animation	YORA Pet Foods	What's your pet's carbon pawprint?	Bronze
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BUCK + TBWLA MEDIA ARTS LAB / LOS ANGELES

Motion / Film Craft Animation	Apple	Share Your Gifts	Bronze
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BY AGENCY

BUTLER, SHINE, STERN & PARTNERS / SAUSALITO + 2K SPORTS / NOVATO

Packaging Design Entertainment / Recreation – Games / Toys / Recreation	2K Sports	Narrative	Bronze
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CAMPBELL EWALD / DETROIT

Motion / Film Craft Sound Design	OnStar	Horn :60	Silver
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CHEIL WORLDWIDE + IM FINE + SOMEDAY SPRING / SEOUL

Interactive Data Visualization	Seoul Metropolitan Government / Hope Bridge	DustSee	Silver
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CHEIL WORLDWIDE + JUNPASANG PRODUCTION + BOUNCE CREATIVE + YONGGAMHAN PRODUCTION / SEOUL

Product Design Interior Design	Samsung Fire & Marine Insurance	Firevase	Gold
Innovation Advertising	Samsung Fire & Marine Insurance	Firevase	Silver
Advertising Promotional Materials – Dimensional	Samsung Fire & Marine Insurance	Firevase	Silver

CHEIL WORLDWIDE + MUSEUM FILM + TIFFANY FILM / SEOUL

Product Design Children	Seoul Metropolitan Government Peekaboo Mask		Silver
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BY AGENCY

CHRIS BUZELLI / NEW YORK

Illustration Promotional / Collateral	School of Visual Arts	SVA Summer NYC_Subway posters	Bronze
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CIVIC ENTERTAINMENT GROUP / NEW YORK + RED PAPER HEART / BROOKLYN

Experiential Design Installations	Ford	For Detroit	Silver
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COLLINS / SAN FRANCISCO

Brand / Communication Design Branding Systems / Identities – Print	Mailchimp	Mailchimp Brand Identity System	Bronze
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DDB CHICAGO

Innovation Advertising	Mars Wrigley Confectionery	Broadway the Rainbow	Gold
Innovation Integrated	Mars Wrigley Confectionery	Broadway the Rainbow	Gold
Integrated Branding	Mars Wrigley Confectionery	Broadway the Rainbow	Silver

DDB CHICAGO + MARS WRIGLEY CONFECTIONERY / HACKETTSTOWN

Advertising Branded Content & Entertainment - Online – Short Form	Mars Wrigley Confectionery	Broadway the Rainbow-- Music Video	Silver
Advertising Direct – Wildcard	Mars Wrigley Confectionery	Broadway the Rainbow	Bronze

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DDB GROUP GERMANY / BERLIN + MEDIAMONKS / AMSTERDAM + LE TOUR DU MONDE + DAHOUSE AUDIO

Interactive Craft in Online / Mobile – Copywriting for Digital	Reporters without Borders	The Uncensored Playlist	Silver
Integrated Digital	Reporters without Borders	The Uncensored Playlist	Bronze
Design for Good Interactive	Reporters without Borders	The Uncensored Playlist	Bronze

DDB GROUP GERMANY / DÜSSELDORF

Advertising Out of Home – Print / Electronic Billboard	STABILO International	Highlight the Remarkable	Gold
Advertising Press – Magazine	STABILO International	Highlight the Remarkable	Gold
Advertising Press – Press / Print Advertising	STABILO International	Highlight the Remarkable	Silver
Design for Good Advertising	STABILO International	Highlight the Remarkable	Bronze

DDB, PARIS + ART BRIDGE / QUAD GROUPE + BALTHAZAR LAB / PARIS

Innovation Brand / Communication Design	Uber	Uber Toys	Silver
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DDB, PARIS + HENRY + SCHMOOZE / BALLAD + MIKROS MPC / PARIS

Interactive Video – Online Video	Ubisoft	The Baptism	Gold
Motion / Film Craft Cinematography	Ubisoft	The Baptism	Silver
Motion / Film Craft Direction	Ubisoft	The Baptism	Bronze

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DDB, PARIS + MAKE ME PULSE + STUDIO PRESS PLAY ON TAPE + THE / PARIS

Interactive Social Media – Instagram – Feed	Ubisoft	NPC	Gold
Advertising Branded Content & Entertainment - Online – Short Form	Ubisoft	NPC	Silver

DENTSU / TOKYO

Brand / Communication Design Promotional – Calendar	Kirin Beverage Company, Limited	HEARTLAND 365	Bronze
Photography Travel / Tourism	East Japan Railway Company	Get Back, Tohoku.	Bronze

DENTSU + ARC.B2C + WOO / TOKYO

Brand / Communication Design Posters – Traditional	Toyota L&F	Link the World, Like a Word	Bronze
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DENTSU + J.C.SPARK + AMANA / TOKYO

Brand / Communication Design Posters – Traditional	The Hokkoku Shimbun	72POSTERS for school teams participating in the high school sumo tournament	Silver
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DENTSU + NISSIN FOODS HOLDINGS + GEEK PICTURES/ TOKYO

Interactive Social Media – Wildcard	Nissin Foods Holdings	Akuma no Kimura (Demonically Spicy Ramen)	Gold
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DENTSU + TAKI ORATION + TOW + TAIYO KIKAKU / TOKYO

Interactive Data Visualization	Mitsubishi Estate Group	240 Posters of Rugby Strategy	Silver
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DENTSU + TOW + TAKI OTATION / TOKYO

Interactive Craft in Online / Mobile – Content Strategy	Kodansha	The Low-Budget Manga Parody	Bronze
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DESIGN ARMY / WASHINGTON, DC

Brand / Communication Design Posters – Traditional	Hong Kong Ballet	Never Stand Still	Silver
Photography Music / Entertainment	Hong Kong Ballet	Never Stand Still	Silver

DEUTSCH / LOS ANGELES + TACO BELL / IRVINE

Motion / Film Craft Direction	Taco Bell	Web of Fries	Bronze
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DIGITAS / BOSTON + POTENTIAL ENERGY COALITION / BOSTON + DROGA5 / NEW YORK + BARTON F. GRAF / NEW YORK

Experiential Design Guerrilla / Stunt	Potential Energy Coalition	Donate:60	Bronze
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DOLLAR SHAVE CLUB / MARINA DEL REY + MJZ / LOS ANGELES + FINAL CUT / LOS ANGELES + THE MILL / LOS ANGELES

Advertising Television / Film / Online Video – Film	Dollar Shave Club	Get Ready	Bronze
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BY AGENCY

DROGA5 / NEW YORK + FURLINED / SANTA MONICA

Advertising Craft in Video – Direction	The New York Times	The Truth Is Worth It	Gold
Advertising Craft in Writing – TV / Film / Video	The New York Times	The Truth Is Worth It	Gold
Advertising Television / Film / Online Video – Online	The New York Times	The Truth Is Worth It	Gold

ENERGY BBDO / CHICAGO

Motion / Film Craft Short Video	Mars	5 Gum, Martin's Regret	Silver
Interactive Craft in Online / Mobile – Content Strategy	Mars	5 Gum, The 85-Year-Old Regret	Bronze

FEIFEI RUAN / NEW YORK + BBC STUDIOS CREATIVE / LONDON

Illustration Promotional / Collateral	Doctor Who - BBC Studios	Doctor Who - China Campaign	Bronze
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FINAL CUT / NEW YORK + SIGNIFICANT OTHERS / NEW YORK + FURLINED / LOS ANGELES + DROGA5 / NEW YORK

Motion / Film Craft Editing	The New York Times	The Truth Is Worth It	Gold
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FITZCO / MCCANN / ATLANTA

Advertising Direct – Wildcard	Coca-Cola	Middle Seat Lounge	Silver
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GENTILHOMME / MONTREAL

Motion / Film Craft Music Video - Single	Tierra Whack	Whack World	Gold
Motion / Film Craft Music Video - Series	Tierra Whack	Whack World	Silver

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BY AGENCY

GIANT ANT + LULULEMON / VANCOUVER

Illustration Animation	lululemon	lululemon: 20 Years	Gold
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GIANT ANT + THE SEQUENCE GROUP / VANCOUVER

Motion / Film Craft Unpublished	Censored	The Game That Never Was	Gold
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GOOD DESIGN COMPANY + WRITING STYLE / TOKYO

Packaging Design Food	I'll	Packaging of "Tokyo Chocolat Factory"	Silver
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GOODBY SILVERSTEIN & PARTNERS / SAN FRANCISCO

Advertising Television / Film / Online Video – Television Low Budget	BMW of North America	The Like New Campaign	Silver
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Interactive Craft in Online / Mobile – Use of Technology	Cheetos	Cheetos Vision	Silver
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Integrated Branding	BMW of North America	Like New Again	Bronze
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Innovation Interactive	Cheetos	Cheetos Vision	Bronze
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GOODS & SERVICES / TORONTO

Publication Design Books – Image-Driven	Goods & Services Branding	Tomorrow Is Too Late: A history of the 1980s Toronto hardcore punk scene	Bronze
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BY AGENCY

GOOGLE CREATIVE LAB / LONDON

Innovation Product Design	Google	NSynth Super	Silver
Interactive UX / UI – User Experience Design	Google Arts and Culture	Draw to Art	Bronze
Interactive UX / UI – User Interface Design	Google	NSynth Super	Bronze

GRABARZ & PARTNER / HAMBURG + BURGER KING ORATION / MIAMI + BURGER KING DEUTSCHLAND / HANNOVER

Interactive Online / Mobile Websites – E-Commerce Site	Burger King Corporation	Black Friday Whopper Shopper	Bronze
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GRDN / QUÉBEC + VICE MEDIA / MONTRÉAL

Brand / Communication Design Branding Systems / Identities – Integrated	Alouettes de Montréal	Alouettes de Montréal - Design & Experience	Silver
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GREY GROUP HONG KONG / HK

Design for Good Product Design	Greenpeace Hong Kong	Polluted Soap	Silver
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GSD&M / AUSTIN

Packaging Design Food	Popeyes Louisiana Kitchen	Emotional Support Chicken	Bronze
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BY AGENCY

HAKUHODO + HAKUHODO PRODUCT'S + HAKUHODO I-STUDIO / TOKYO

Interactive Craft in Online / Mobile – Art Direction	Hakuhodo	Brain Drool 2016 Archive	Gold
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HAKUHODO KETTLE + HAKUHODO / TOKYO

Interactive Craft in Online / Mobile – Content Strategy	Softbank	720 Hours of Youth	Bronze
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HAUS VON M / NEW YORK

Fashion Design Traditional – Unisex – Collection	Haus Von M	Haus Von M FW19 Campaign	Bronze
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HEIMAT, BERLIN

Packaging Design Specialty Product / Wildcard	Bloomy Days	Bloomy Days "Flowers Talking"	Gold
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HEIMAT, BERLIN + MEDIAPLUS

Motion / Film Craft Sound Design	Hornbach Baumarkt	Hornbach "Sweat it out."	Bronze
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BY AGENCY

HEIMAT, BERLIN + MEDIAPLUS / MÜNCHEN + SIGURD LARSEN DESIGN & ARCHITECTURE / BERLIN + MARKENFILM CROSSING / BERLIN

Advertising Promotional Materials – Dimensional	Hornbach Baumarkt	Hornbach "Werkstück Edition 001"	Silver
Integrated Branding	Hornbach Baumarkt	Hornbach "Werkstück Edition 001"	Silver
Advertising Art Direction - Direct	Hornbach Baumarkt	Hornbach "Werkstück Edition 001"	Bronze

HERRHEMKER / HAMBURG

Typography Typefaces / Font Systems	Monotype	FF Nort™	Bronze
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HESIGN / BERLIN

Publication Design Books – Image-Driven	Non client	AGI New Members 2007-2017	Bronze
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I.D.E.A. / SAN DIEGO + JVG / MADRID + MPC / LOS ANGELES

Illustration Animation	Harrah's Ak-Chin Casino	Play For All TV	Bronze
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INDOEK + ITAL/C / LOS ANGELES

Publication Design Magazines – Full Issue	Indoek	The Indoek St. Augustine Issue	Bronze
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INSTIL IMAGE CO. / TORONTO + RETHINK / TORONTO

Photography Wildcard	Greenpeace, Canada	Don't Suck the Life from Our Oceans	Bronze
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JONES KNOWLES RITCHIE / LONDON

Packaging Design Food	Tesco	At Its Finest	Silver
Illustration Packaging	Tesco	At Its Finest	Bronze

JOYCE N. HO / BROOKLYN

Motion / Film Craft Motion Graphics	Semi Permanent	Semi Permanent 2018 – Opening Titles	Bronze
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KAPWA + BAMB BAMB WOLFGANG / SYDNEY

Motion / Film Craft Animation	TED-Ed	Accents	Bronze
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KOBZA AND THE HUNGRY EYES (KTHE) / VIENNA

Packaging Design Beverage	Bieder & Maier - M2 Kaffeemanufaktur und Vertriebsges	Bieder & Maier Vienna Coffee	Gold
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KOLLE REBBE / HAMBURG

Typography Digital	Bundesverband "Das frühgeborene Kind"	Bundesverband "Das frühgeborene Kind" – Early Type	Bronze
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KOLLE REBBE + DEMODERN / HAMBURG

Motion / Film Craft VR / AR	PETA Deutschland	PETA – Eye to Eye	Gold
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LEO BURNETT / CHICAGO

Integrated Branding	Kraft Heinz County Time Lemonade	Legal-ade	Gold
Experiential Design Live Event	Kraft Heinz	Kraft Now Pay Later	Bronze

LEO BURNETT / SRI LANKA + LEO BURNETT / TORONTO

Innovation Advertising	JAT Holdings	Petal Paint	Silver
Product Design Sustainable / Eco-friendly	JAT Holdings	Petal Paint	Bronze

LEO BURNETT / TORONTO + FLASH PRODUCTIONS / TORONTO

Typography Package / Product	Coconut Milk	Coconut Milk	Bronze
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LEO BURNETT GERMANY / FRANKFURT + LEO BURNETT - LAEUFER / BERLIN

Product Design Durable Goods – Transportation	UJET	UJET - Electric Mobility Solution	Bronze
Innovation Product Design	UJET International	Electric Mobility Solutions	Bronze

LG2 / MONTREAL

Design for Good Product Design	Gender Creative Kids Canada	The You Inside Project	Silver
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LIA DIAGNOSTICS / PHILADELPHIA

Packaging Design Pharma / Health / Wellness	LIA Diagnostics	Lia: The Flushable, Biodegradable Pregnancy Test	Gold
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LINSHAOBIN DESIGN / SHANTOU

Packaging Design Food	Guangzhou Song's club	Mountain Tea - Song	Bronze
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MARU / TOKYO

Publication Design Books – Limited Edition / Private Press / Special Format	Maru	Tools	Silver
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MCCANN + CRAFT WW + IKEA / MADRID

Innovation Advertising - Branded Content / Entertainment	Ikea	Museum of RomAnticism	Bronze
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MCCANN / SPAIN + CRAFT WW / SPAIN + HAVAS MEDIA / BARCELONA

Advertising Press – Newspaper	Aldi	Fresh Prints - Berries	Bronze
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MCCANN ITALY / MILAN + MRM//MCCANN / MILAN + THINK CATTLEA / MILAN + NOHUP / SAN GIRCIO DI NOCARO (UD)

Interactive Craft in Online / Mobile – Sound Design	Fondazione Serena Onlus, Centro Clinico NeMo	The Voice of Voices	Gold
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Integrated Digital	Fondazione Serena Onlus, Centro Clinico NeMo	The Voice of Voices	Bronze
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MCCANN LONDON / LONDON + CRAFT/MCCANN / LONDON + SOMESUCH / LONDON + TWENTYFOUR SEVEN / MADRID

Advertising Branded Content & Entertainment - Microsoft TV / Film		Football Decoded	Bronze
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MCCANN NEW YORK

Advertising Direct – Digital	MGM Resorts International	Universal Love	Silver
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MCCANN NEW YORK + FRAMESTORE + TOMORROW LAB / NEW YORK

Experiential Design Digital Experiences – Virtual Reality	National Geographic	Astronaut Reality Helmet	Bronze
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MCCANN NEW YORK + MARCH FOR OUR LIVES / PARKLAND

Advertising Direct – Wildcard	March For Our Lives	Price on Our Lives	Gold
Advertising Promotional Materials – Flat	March For Our Lives	Price on Our Lives	Silver
Advertising Art Direction - Digital / Motion – Motion	March For Our Lives	The Most Vicious Cycle	Bronze
Advertising Branded Content & Entertainment - TV / Film	March For Our Lives	The Most Vicious Cycle	Bronze
Advertising Craft in Video – Special Effects	March For Our Lives	The Most Vicious Cycle	Bronze
Design for Good Advertising	March For Our Lives	The Most Vicious Cycle	Bronze

THE ADC 98TH ANNUAL AWARDS – WINNERS

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BY AGENCY

MCCANN NEW YORK + NATIONAL GEOGRAPHIC / NEW YORK

Design for Good Publication Design	National Geographic	Planet or Plastic	Gold
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MCGARRYBOWEN / CHICAGO + YELLOW SHOES CREATIVE GROUP / KISSIMMEE

Interactive Social Media – Twitter	The Walt Disney Company	Toy Story Land #FollowTheBall	Bronze
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MEKANISM / SAN FRANCISCO + MEDMEN / LOS ANGELES + MJZ / LOS ANGELES

Motion / Film Craft Short Video	MedMen	The New Normal	Bronze
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MINMIN QU & QIAN JIANG / NANJING

Publication Design Books – Text Driven	The Commercial Press	Yu-ichi Inoue/ Shiko Munakata/Kazuo Yagi	Gold
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MPC + ADAM&EVEDDB + ACADEMY FILMS / LONDON

Advertising Craft in Video – Special Effects	John Lewis & Partners	The Boy and the Piano	Gold
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Motion / Film Craft Special Effects	John Lewis & Partners	The Boy and the Piano	Gold
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Innovation Motion / Film Craft	John Lewis & Partners	The Boy and the Piano	Silver
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MPC / LONDON + DDB PARIS + RSA / LONDON

Advertising Craft in Video – Special Effects	Hennessy	The Seven Worlds	Bronze
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BY AGENCY

BAI FENGKUN / BEIJING

Publication Design Books – Text-Driven	Mugui culture company	Six hundred poems of Tang Dynasty selected by Jin Shengtan	Bronze
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NATIONAL GEOGRAPHIC / WASHINGTON, D.C.

Publication Design Magazines – Cover	National Geographic	Planet or Plastic	Silver
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NEST LABS / MOUNTAIN VIEW

Product Design Consumer Electronics	Nest Labs	Nest Thermostat E	Silver
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NEW YORK MAGAZINE / NEW YORK

Photography Photojournalism	New York Magazine	The Class of 1946–2018: Twenty-seven school-shooting survivors bear their scars, and bear witness	Silver
Photography Fashion	New York Magazine	Spring Back: The season ahead of us, as seen from behind	Bronze
Photography Portraiture	New York Magazine	Women and Power	Bronze

NICOLE CAPUTO DESIGN / NYC

Publication Design Books – Jacket	Tyrant Books	Liveblog	Silver
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BY AGENCY

NORA KRUG / BROOKLYN

Illustration Book	Scribner	Belonging: A German Reckons with History and Home	Gold
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OGILVY / GERMANY

Advertising Press – Magazine	German Rail	No need to fly – Around the world in Germany	Silver
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Spatial Design Installation	Gesicht Zeigen! An association encouraging people to stand against racism in Germany	#Hitler	Silver
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Integrated Digital	German Rail	No need to fly – Around the world in Germany	Bronze
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OGILVY HONG KONG

Advertising Art Direction - Press – Poster Advertising	Birdland (Hong Kong)	Hot & Spicy	Gold
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Advertising Out of Home – Poster	Birdland (Hong Kong)	Hot & Spicy	Gold
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Advertising Press – Magazine	Birdland (Hong Kong)	Hot & Spicy	Gold
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PAPRIKA / MONTREAL + ÉDITIONS NOIR SUR BLANC / PARIS

Brand / Communication Design Promotional – Announcement / Invitation / Postcard / Greeting Card	Éditions Noir sur Blanc	Notabilia 5	Silver
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PEN / TOKYO

Brand / Communication Design Branding – Branding Systems / Identities	The FACTORY Climbing Gym	A simple line, a simple sport	Bronze
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BY AGENCY

PHILIPP UND KEUNTJE + GOLDEIMER / HAMBURG

Experiential Design Guerrilla / Stunt	Goldeimer gemeinnützige	Shitty Paper - Made from hate	Gold
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PUBLICIS PIXELPARK / ERLANGEN/HAMBURG

Interactive Data Visualization	PUMA SE	9.58 seconds – the world's fastest annual report	Gold
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R/GA / NEW YORK

Advertising Branded Content & Entertainment - Games	Samsung Global	Samsung x Fortnite: The Galaxy Skin	Silver
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Advertising Direct – Wildcard	Samsung Global	Samsung x Fortnite: The Galaxy Skin	Silver
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Interactive Craft in Online / Mobile – Art Direction	Mailchimp	Mailchimp Customer Experience	Silver
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R/GA / PORTLAND

Interactive Craft in Online / Mobile – Use of Technology	Jordan Brand	A/R Jordan	Silver
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RALPH APPELBAUM ASSOCIATES / LONDON + TAMSCHICK MEDIA+ SPACE / BERLIN + CINO ZUCCHI ARCHITECTS / MILAN + NEO S.R.L. / MILAN

Spatial Design Museums / Cultural Centers	Lavazza	The Lavazza Museum	Bronze
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BY AGENCY

RED NOSE STUDIO / GREENFIELD, IN + LANGLAND / WINDSOR + SONICA STUDIOS / LONDON

Illustration Animation	Red Nose Studio	Submarine	Bronze
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REDBANK / BEIJING + ILLUSION / BANGKOK

Illustration Digital	360 QIKU Qiku Internet Network Scientific (shenzhen)	SHUSH!	Silver
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REFORM STUDIO / CAIRO

Fashion Design Craft – Eco-friendly / Sustainable Fashion	Reform Studio	Reform Studio "Plastex Fabric"	Gold
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RETHINK + INSTIL IMAGE CO. / TORONTO

Photography Wildcard	Greenpeace, Canada	Don't Suck the Life from Our Oceans	Bronze
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RT / MOSCOW

Innovation Publication Design	RT	#1917LIVE: The Russian Revolution in Tweets	Bronze
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BY AGENCY

SAGMEISTER & WALSH / NEW YORK

Publication Design Books – Jacket	Sagmeister & Walsh	Sagmeister & Walsh: Beauty	Silver
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SALLY DENG / LOS ANGELES

Illustration Personal / Unpublished	Sally Deng	Waves	Bronze
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SCHOLZ & FRIENDS / BERLIN

Photography Fine Art / Conceptual	Berliner Philharmonic	ReArranged	Bronze
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Photography Product / Commercial	Berliner Philharmonic	ReArranged	Bronze
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Photography Spatial	Berliner Philharmonic	ReArranged	Bronze
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SERVICEPLAN GERMANY / MUNICH

Experiential Design Placemaking	BMW AG - Mini Deutschland	The Shortcut Billboards	Silver
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Innovation Advertising - Promotional Materials	Beck's	Le Beck's: The legendary beer can	Bronze
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Experiential Design Guerrilla / Stunt	Peta	Abandoned After Christmas	Bronze
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Illustration Mural	Stroke Art Fair	Scars of Democracy	Bronze
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Motion / Film Craft Cinematography	BMW Group	City of no cars	Bronze
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Innovation Packaging Design	Beck's	Le Beck's: The legendary beer can	Bronze
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BY AGENCY

SERVICEPLAN GERMANY / MUNICH + SERVICEPLAN KOREA / SEOUL

Product Design Science / Medical	Dot Incorporation	Dot Mini. The First Smart Media Device for the Visually Impaired	Gold
Innovation Product Design	Dot Incorporation	Dot Mini. The First Smart Media Device for the Visually Impaired	Gold
Innovation Interactive	Dot Incorporation	Dot Mini. The First Smart Media Device for the Visually Impaired	Gold
Design for Good Product Design	Dot Incorporation	Dot Mini. The First Smart Media Device for the Visually Impaired	Gold
Product Design Consumer Electronics	Dot Incorporation	Dot Mini. The First Smart Media Device for the Visually Impaired	Silver
Interactive User Interface Design	Dot Incorporation	Dot Mini. The First Smart Media Device for the Visually Impaired	Bronze

SHENZHEN DAE INTERIOR DESIGN / SHENZHEN CITY

Spatial Design Commercial Building	CTS Hong Kong	CTS Chengdu Ocean Spring Showing Center	Silver
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SHISEIDO / TOKYO

Photography Product / Commercial	Shiseido	Black and Red	Bronze
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SID LEE / MONTREAL + MAISON MÈRE / BAIE SAINT-PAUL

Brand / Communication Design Branding Systems / Identities – Integrated	Maison Mère	Maison Mère visual Identity	Gold
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SID LEE / TORONTO

Interactive Social Media – Twitter	Netflix Canada	The Gay One	Silver
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BY AGENCY

SIGNIFICANT OTHERS / NEW YORK CITY + FINAL CUT / NEW YORK + DROGA5 / NEW YORK + FURLINED / LOS ANGELES

Motion / Film Craft Motion Graphics	The New York Times	The Truth Is Worth It	Bronze
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SNAPCHAT / LONDON + WIEDEN + KENNEDY / LONDON + MINDSHARE / LONDON + THREE / LONDON

Interactive Social Media – Snapchat	Three Mobile	The World's first Augmented Reality pet - Meet the Pufferfly	Bronze
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SOLAB + DDB / PARIS

Motion / Film Craft Cinematography	DSR : délégation à la sécurité routière	SECURITE ROUTIERE - THE ROAD OF MY LIFE	Silver
Motion / Film Craft Direction	DSR : délégation à la sécurité routière	SECURITE ROUTIERE - THE ROAD OF MY LIFE	Bronze

SPOTIFY IN-HOUSE / NEW YORK

Integrated Digital	Spotify	2018 Wrapped	Gold
Interactive Craft in Online / Mobile – Art Direction	Spotify	Your 2018 Wrapped	Gold
Advertising Out of Home – Transit	Spotify	David Bowie Is Here	Silver
Brand / Communication Design Posters – Wild Postings	Spotify	David Bowie Is Here	Silver
Advertising Art Direction - Digital / Motion – Digital	Spotify	Your 2018 Wrapped	Bronze
Integrated Branding	Spotify	2018 Wrapped	Bronze
Interactive Online / Mobile Websites – Campaign Site	Spotify	Your 2018 Wrapped	Bronze
Spatial Design Installation Design	Spotify	David Bowie Is Here	Bronze

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BY AGENCY

STUDIO CADENA / BROOKLYN

Spatial Design Commercial Building	Masa	Masa Cafe & Bakery	Gold
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STUDIO O + A / SAN FRANCISCO + IA INTERIOR ARCHITECTS / CHICAGO

Spatial Design Commercial Interiors	McDonald's	McDonald's: Two Design Firms Team Up to Give an American Icon a State-of-the-Art HQ	Bronze
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SUPERUNION / LONDON + BBC CREATIVE / LONDON

Motion / Film Craft Animated Logo	BBC Two	BBC Two Rebrand	Silver
Brand / Communication Design Branding Systems / Identities – Television / Film / Online Networks	BBC Two	BBC Two Rebrand	Bronze

T-CHANGE DESIGN / NANJING

Publication Design Books – Limited Edition / Private Press / Special Format	Jianyu Graphics Lab	Unknown	Bronze
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TAXI / TORONTO + UNITED WAY / TORONTO

Spatial Design Craft – Use of Color	United Way	#unignorable	Silver
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BY AGENCY

TBWA\HAKUHODO / TOKYO

Innovation Advertising - Promotional Materials	AIG	Pride Jersey	Gold
Advertising Promotional Materials – Dimensional	AIG	Pride Jersey	Gold
Brand / Communication Design Promotional – Apparel	AIG	Pride Jersey	Gold
Design for Good Fashion Design	AIG	Pride Jersey	Gold
Fashion Design Traditional – Sportswear / Activewear	AIG	Pride Jersey	Gold
Design for Good Product Design	AIG	Pride Jersey	Gold
Innovation Product Design	AIG	Pride Jersey	Gold
Product Design Wildcard	AIG	Pride Jersey	Gold
Innovation Brand / Communication Design	AIG	Pride Jersey	Silver

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BY AGENCY

TBWA\MEDIA ARTS LAB + OMD WORLDWIDE / LOS ANGELES

Advertising Branded Content & Entertainment - Apple Online – Short Form		Apple - Welcome Home	Gold
Advertising Craft in Video – Cinematography	Apple	Apple - Welcome Home	Gold
Advertising Craft in Video – Direction	Apple	Apple - Welcome Home	Gold
Advertising Craft in Video – Special Effects	Apple	Apple - Welcome Home	Gold
Advertising Television / Film / Online Video – Online	Apple	Apple - Welcome Home	Gold
Innovation Motion / Film Craft	Apple	Apple - Welcome Home	Gold
Advertising Art Direction - Digital / Motion – Motion	Apple	Apple - Share Your Gifts	Silver
Advertising Craft in Video – Cinematography	Apple	Apple - Share Your Gifts	Silver
Integrated Branding	Apple	Apple - Behind the Mac	Silver
Advertising Craft in Video – Direction	Apple	Apple - Share Your Gifts	Bronze
Advertising Craft in Video – Editing	Apple	Apple - Welcome Home	Bronze
Advertising Craft in Video – Special Effects	Apple	Apple - Share Your Gifts	Bronze
Advertising Television / Film / Online Video – Television	Apple	Apple - Share Your Gifts	Bronze
Motion / Film Craft Craft in Motion / Film – Animation	Apple	Apple - Share Your Gifts	Bronze

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BY AGENCY

TBWACHIATDAY, NEW YORK + DESIGN BY DISRUPTION / NEW YORK

Packaging Design Fashion / Apparel / Accessories	Thomson Reuters Corporation	Unboxing the Truth	Gold
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TBWACHIATDAY, NEW YORK + DESIGN BY DISRUPTION + REBEL & ROGUE / NEW YORK

Typography Wildcard	Columbia Journalism Review	The Fake News Stand	Gold
Design for Good Publication Design	Columbia Journalism Review	The Fake News Stand	Gold
Innovation Publication Design	Columbia Journalism Review	The Fake News Stand	Silver

TBWACHIATDAY, NEW YORK / NEW YORK + INDEPENDENT MEDIA / CULVER CITY + DESIGN BY DISRUPTION / NEW YORK

Advertising Art Direction - Direct	Adidas	Billie Jean King Your Shoes	Silver
Advertising Direct – Wildcard	Adidas	Billie Jean King Your Shoes	Silver
Fashion Design Fashion Design	Adidas	Billie Jean King Your Shoes	Silver

TBWAINDIA MUMBAI

Design for Good Product Design	NeuroGen Brain and Spine Institute / Asha Ek Hope Foundation	Blink To Speak	Bronze
Product Design Science / Medical	NeuroGen Brain and Spine Institute / Asha Ek Hope Foundation	Blink To Speak	Bronze

TENMILLIONTIMES DESIGN / NANJING

Publication Design Books – Text-Driven	Beijing United Publishing	The Sick Bag Song	Bronze
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BY AGENCY

THE NEW YORK TIMES MAGAZINE / NEW YORK

Photography Landscape	The New York Times Magazine	Losing Earth	Gold
Photography Portraiture	The New York Times Magazine	Great Performers	Gold
Publication Design Newspapers – Front Page	The New York Times Magazine	The New York Times For Kids: Halloween Cover Series	Gold
Publication Design Newspapers – Full Issue	The New York Times Magazine	If You Were Me	Gold
Illustration Editorial – Front Page	The New York Times Magazine	The Health Issue	Silver
Interactive Online / Mobile Websites – Websites	The New York Times Magazine	The Voyages Issue	Silver
Photography Portraiture	The New York Times Magazine	The New York Issue	Silver
Photography Sports / Recreation	The New York Times Magazine	The Olympics Issue	Silver
Publication Design Magazines – Cover	The New York Times Magazine	How Law Enforcement Failed to See the Threat of White Nationalism	Silver
Publication Design Magazines – Story / Spread	The New York Times Magazine	Inhuman Nature	Silver
Photography Landscape	The New York Times Magazine	Kilauea Volcano, Hawaii	Bronze

THE NINE / SHANGHAI

Brand / Communication Design Posters – Billboard	Rokid Me / The Portable Smart Speaker	Handheld Concert	Bronze
Spatial Design Spatial Design – Set / Stage Design	Rokid Me / The Portable Smart Speaker	Handheld Concert	Bronze

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BY AGENCY

THE URBAN CONGA / TAMPA

Spatial Design Landscape Design	Kaboom!	The Hangout	Silver
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THIJS VERBEEK GRAPHIC DESIGN / AMSTERDAM

Publication Design Books – Text-Driven	Yuri Veerman	Book Burnings: An Anthology	Gold
Brand / Communication Design Promotional – Self-Promotion	Thijs Verbeek graphic design	Thijs Verbeek A-B-C	Bronze

TIM O'BRIEN / BROOKLYN + TIME MAGAZINE / NEW YORK

Illustration Editorial – Front Page	Time Magazine	Stormy	Gold
Illustration Editorial – Front Page	Time Magazine	In Deep	Silver
Illustration Editorial – Front Page	Time Magazine	King Me	Bronze

TOOL / SANTA MONICA + PEDIATRIC BRAIN TUMOR FOUNDATION / LOS ANGELES + RPA / LOS ANGELES + STOREFRONT MUSIC / NEW YORK

Experiential Design Digital Experiences – Augmented Reality	Pediatric Brain Tumor Founda- tion	Imaginary Friend Society AR	Silver
Interactive AR / VR	Pediatric Brain Tumor Founda- tion	Imaginary Friend Society AR	Silver

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BY AGENCY

VARIETY MAGAZINE / LOS ANGELES

Photography Portraiture	Variety Magazine	Variety: Lady Gaga Photography	Bronze
Publication Design Magazines – Cover	Variety Magazine	Variety: Leslie Moonves	Bronze
Publication Design Magazines – Story / Spread	Variety Magazine	Variety: Lady Gaga On the Edge Series	Bronze

VICE NEWS / BROOKLYN + C-LL-CT-V-LY / LONDON

Brand / Communication Design Branding Systems / Identities – Television / Film / Online Networks	Vice News / HBO	Vice News Tonight Redesign	Bronze
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VICELAND

Photography Social Media	Viceland	Vice Vote	Silver
Design for Good Photography	Viceland	Vice Vote	Bronze
Photography Social Media	Viceland	Weed Week	Bronze

VICTO NGAI STUDIO, / LOS ANGELES + FOLIO SOCIETY / LONDON

Illustration Book	Folio Society	The Kama Sutra of Vatsyayana	Silver
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VMLY&R / NEW YORK + LEGOLAND FLORIDA RESORT / WINTER HAVEN + TWO TONE PRESS / KANSAS CITY

Illustration Wildcard	Legoland Florida Resort	Legopress	Bronze
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BY AGENCY

VMLY&R / NEW YORK + SPECIAL OLYMPICS / WASHINGTON, D.C.

Advertising Out of Home – Poster	Special Olympics	Images for Inclusion	Silver
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WATCONSULT / MUMBAI

Interactive Games – Web / Social Media	Project Nanhi Kali	#PowerlessQueen	Bronze
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WAYS & MEANS / LOS ANGELES

Motion / Film Craft Documentary	Ways & Means	Hilma af Klint Paintings for the Future	Gold
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WE ARE UNLIMITED / CHICAGO

Photography Social Media	McDonald's	More In Common	Bronze
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WE ARE UNLIMITED / CHICAGO + WE ARE UNLIMITED/THE MARKETING STORE / CHICAGO + DDB NEW YORK + DDB CANADA / VANCOUVER

Experiential Design Installations	McDonald's	The Flip	Gold
Experiential Design Retail / Restaurant	McDonald's	The Flip	Silver
Integrated Branding	McDonald's	The Flip	Silver
Advertising Out of Home - Point of Purchase	McDonald's	The Flip	Bronze
Advertising Promotional Materials – Point of Purchase Display	McDonald's	The Flip	Bronze
Spatial Design Retail Design	McDonald's	The Flip	Bronze

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BY AGENCY

WETRANSFER / VENICE, CA + STINK STUDIOS / LOS ANGELES, CA

Integrated Branding	WeTransfer	You make. We transfer.	Silver
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WHITE RABBIT BUDAPEST

Design for Good Photography	WWF Hungary	#KeepLivingCoral	Bronze
Photography Fine Art / Conceptual	WWF Hungary	#KeepLivingCoral	Bronze
Photography Wildlife / Nature	WWF Hungary	#KeepLivingCoral	Bronze

WUNDERMAN BA / BUENOS AIRES

Interactive Video – Interactive Video	Movistar	Perspectives	Bronze
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WUNDERMAN PHANTASIA / LIMA + ESPIRITU / LIMA + STARCOM / LIMA + APOYO COMUNICACIÓN / LIMA

Interactive Data Visualization	Coca-Cola Company	Equality Time	Bronze
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YUKO SHIMIZU / NEW YORK + BEEHIVE BOOKS / PHILADELPHIA

Illustration Book	Beehive Books	Oscar Wilde Fairytales	Silver
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